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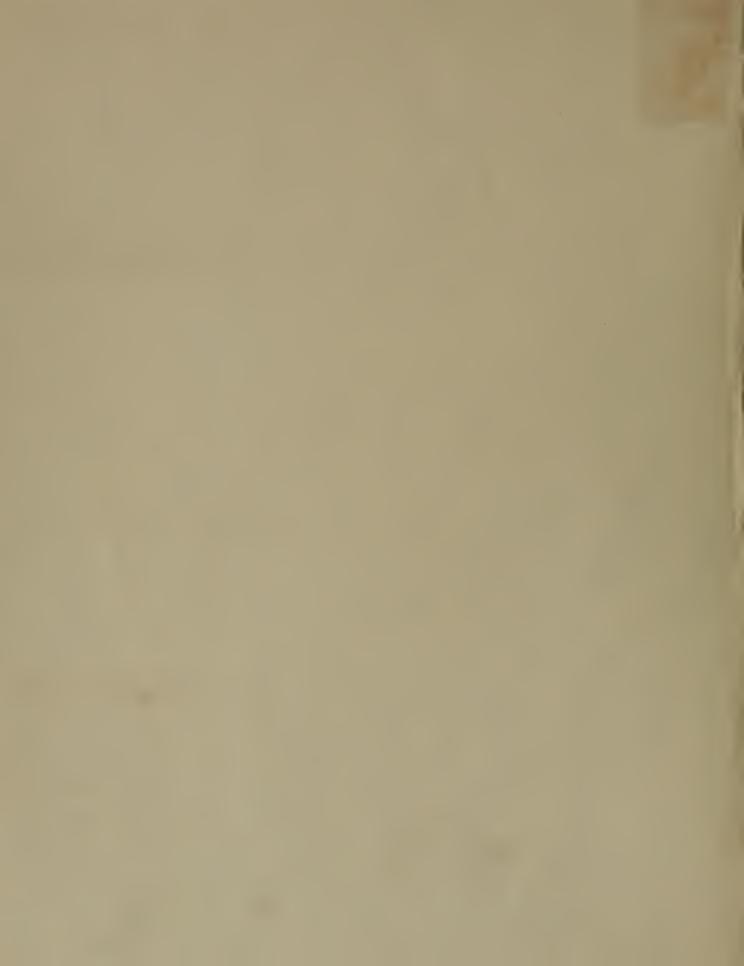
Major Retail Centers in Standard Metropolitan Statistical Areas

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# **Arkansas**



U.S. Department of Commerce BUREAU OF THE CENSUS



Issued February 1980



# Major Retail Centers in Standard Metropolitan Statistical Areas

# **Arkansas**



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ACKNOWLEDGMENTS—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programing Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

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#### WHAT IS IN THE TABLES

# Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meening of ebbrevietions end symbols, see introductory text. For definition of SMSA, see eppendix D. For description of MRC boundaries, see eppendix E. For CBD boundaries, see maps]

		Standerd			Mejor retail centers			
SIC code	Kind of business	metropolitan statistical erea	City	Centrel business district		No. 3	No. 4	No. 5

# Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meening of ebbrevietions and symbols, see introductory text. For description of MRC bounderies, see eppendix E. For CBD bounderies, see maps]

# Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meening of ebbrevietions and symbols, see introductory text]

### Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meening of ebbrevietions and symbols, see introductory text. For definition of SMSA, see appendix D]

# Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of ebbrevietions end symbols, see introductory text. For CBD bounderies, see meps in 1972 report]

# Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Dete ere shown only for erees which heve a centrel business district with 100 retail establishments or more. For meening of ebbrevietions end symbols, see introductory text. For definition of SMSA, see eppendix D. For CBD bounderies, see maps]

_		Percent change	in sales, 1972 to	19771
SIC code	Kind of business	Central business district <sup>2</sup>	City	Standard metropolitan statisticel aree

# Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Dete ere shown only for erees which have a centrel business district with 100 retail establishments or more. For meaning of ebbrevietions end symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

		Centrel business district sales es percent of sales of-	Percent distribution of sales		
SIC code	' Kind of business	Standerd metropoliten City stetistical eree	Centrel business metropol	litan	

#### AIDS TO TABLE USE

#### **DESCRIPTIONS OF MAJOR RETAIL CENTERS**

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

#### **MAPS**

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

#### **DOLLAR VALUES**

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

#### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	A . I	Business	D:
( K) }	Central	HIICINACC	1 lictrict

(D) Withheld to avoid disclosing data for individual companies.

MRC Major Retail Center.

(NA) Not available.(NC) Not comparable.

SIC Standard Industrial Classification.
SMSA Standard Metropolitan Statistical Area.

(X) Not applicable.

Zero.

#### INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES			\
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#### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

#### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

## AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

#### **CENSUS OF RETAIL TRADE**

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual. 1 It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>&</sup>lt;sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

#### **MAJOR RETAIL CENTERS**

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

#### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

#### **Central Business District**

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

#### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along athoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

#### **Historical Data**

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>2</sup> Minimum square tootage criterion was waived in a few special cases

at request of local CSAC.

An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

#### CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

- 1. Total retail stores. 1 2
- 2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
- Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

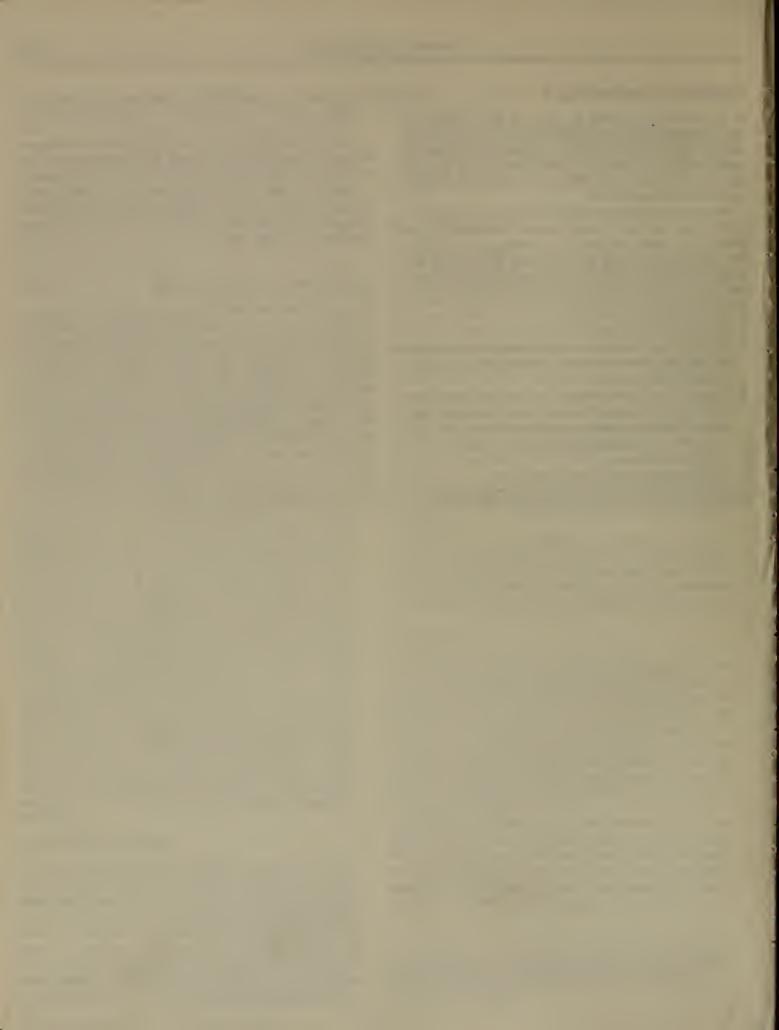
For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

#### GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.

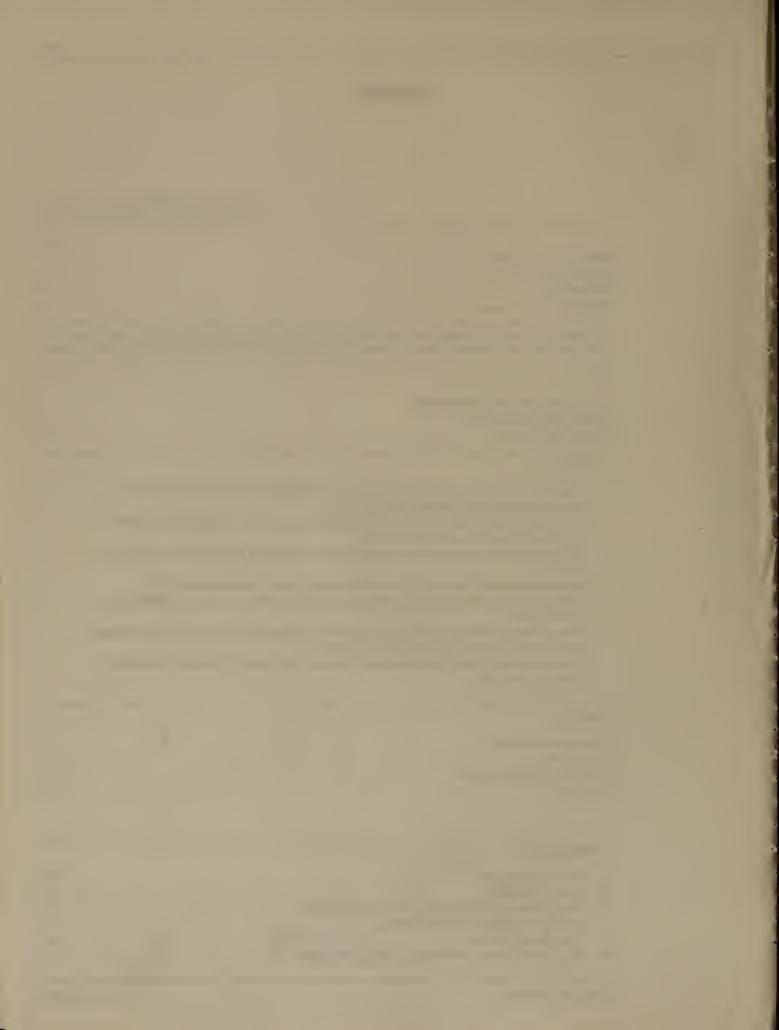
<sup>&</sup>lt;sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).



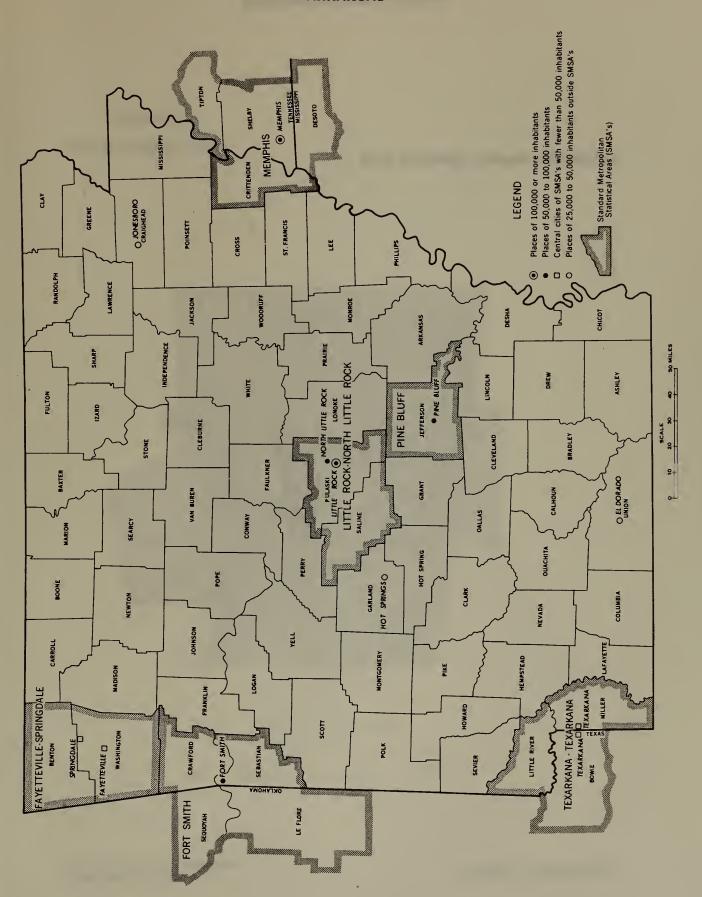
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	e following are common to each SMSA which has a central business district and at least one major retail center. Appli le tables and maps have been omitted in areas where either no central business district or no major retail center existed
MA	APS .
Cer	ndard Metropolitan Statistical Area ntral Business Districts jor Retail Centers
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Fay Fo	Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977 Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977 Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977 Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977 Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972 Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977  ISA's  yetteville-Springdale
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A. B. C. D. E. F.	General Explanation A- General Questions B- Kind-of-Business Titles and Reporting-Form Numbers C- Standard Metropolitan Statistical Areas D- Major Retail Centers E- Major Retail Center Delineation by Geographic Areas F-

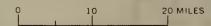


#### **ARKANSAS**



### Standard Metropolitan Statistical Area





Fayetteville
Central Business District

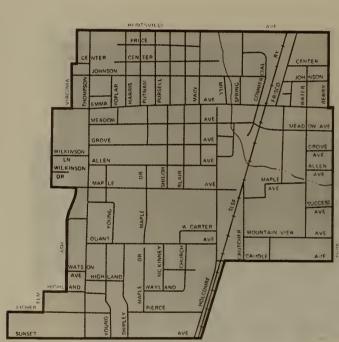




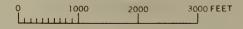
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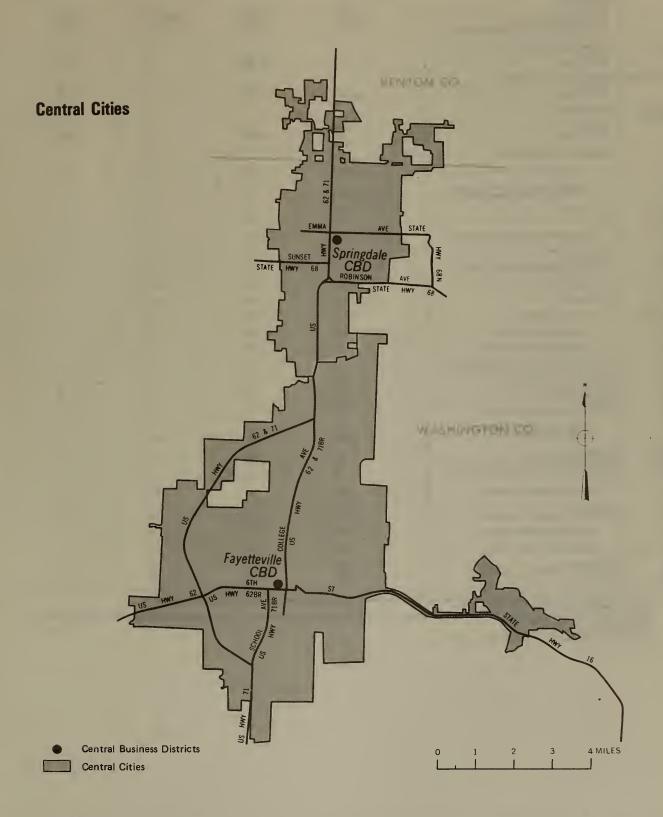


**Springdale Central Business District** 



Comprising Census Tract 112





### Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

		Standard	Cit	ies	Central busin	ness districts
SIC code	Kind of business	metropolitan statistical area	Fayetteville	Springdale	Fayetteville	Springdale
	Retall stores: <sup>1 2</sup> Number Sales (\$1,000) Payroll entire year (\$1,000) Paid employees for week including March 12	1 570 492 916 50 <b>74</b> 9 8 928	443 186 410 21 939 3 877	319 108 894 10 306 1 678	78 17 313 2 745 547	68 19 785 2 298 388
54, 58, 591	Convenience goods stores: Number	490 (D)	140 51 226	95 (D)	23 <b>4</b> 50 <b>7</b>	16 2 942
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup> Number Sales (\$1,000)	430 133 733	151 71 296	75 21 378	36 7 810	28 5 336
52, 55, 59, ex.	All other stores:					
591, 4, 6	Number	650 (D)	152 63 888	149 (D)	19 4 996	24 11 507
	Number of Establishments					
	Retail stores <sup>1 2</sup>	1 570	443	319	78	68
52	Building materials, hardware, garden supply, and mobile home dealers	104	19	20	2	8
525 52 ex. 525	Hardware storesOther	25 79	3 16	3 17	- 2	2 6
53	General merchandise group stores	41	13	8	2	2
531 533 539	Department stores <sup>4</sup>	12 14 15	7 4 2	2 1 5	1	1 1
54	Food stores <sup>5</sup>	181	42	33	2	4
541	Grocery stores	140	28	20	1	2
55 ex. 554	Automotive dealers	171	34	48	4	6
554	Gasoline service stations	157	42	27	3	2
56	Apparel and accessory stores	119	43	16	6	9
561 562, 3, 8	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and	9	6	1	-	-
562 565 566 564, 9	furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	41 38 35 26 8	17 16 8 9	5 5 6 4	4 3 1 1	3 3 3 3
57	Furniture, home furnishings, and equipment stores	130	43	28	11	9
5712 5713, 4, 9 572, 3	Furniture stores	45 43	12 13	11 9	5	5 2
50	stores	42	18	8	6	2
58	Eating and drinking places  Eating places	265	85	51	17	8
5812 5813	Drinking places (alcoholic beverages)	247 18	<b>78</b> 7	46 5	3	-
591	Drug and proprietary stores	44	13	11	4	4
59 ex. 591, 6	Miscellaneous retall stores <sup>6</sup>	358	109	77	27	16
592 594 5992	Liquor stores	29 140 20	15 52 6	10 23 3	4 17 -	2 8 1

<sup>&</sup>lt;sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC 592, 594, and 5992.

# Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

Table 2 omitted for this SMSA because there were no central business districts with 100 retail establishments or more in 1977

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Fayetteville					
	Retall stores <sup>2</sup>	443	186 410	21 939	5 234	3 877
52	Building materials, hardware, garden supply, and mobile home dealers	19	5 707	(D)	(D)	(D)
525 52 ex. 525	Hardware stores	3 16	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	13	42 751	(D)	(D)	(D)
531 533 539	Department stores <sup>3</sup>	7 4 2	40 258 (D) (D)	5 120 (D) (D)	1 237 (D) (D)	834 (D) (D)
54	Food stores <sup>4</sup>	42	32 301	2 978	750	427
541	Grocery stores	28	31 394	2 841	724	368
55 ex. 554	Automotive dealers	34	41 959	3 240	735	305
554	Gasoline service stations	42	8 831	498	124	103
56	Apparel and accessory stores	43	11 031	1 508	346	328
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	6 17 16 8 9 3	1 122 2 207 2 178 4 864 2 498 340	(D) 275 (D) (D) 360 53	(D) 68 (D) (D) 85 10	(D) 72 (D) (D) 72 11
57	Furniture, home furnishings, and equipment stores	43	10 541	(D)	(D)	(D)
5712 5713, 4, 9 572, 3	Furniture stores	12 13 18	4 971 1 360 4 210	(D) 250 444	(D) 57 83	(D) 34 61
58	Eating and drinking places	85	13 4 <b>30</b>	3 350	805	1 007
5812 5813	Eating places	78 7	12 888 542	3 268 82	770 35	963 44
591	Drug and proprietary stores	13	5 495	(D)	(D)	(D)
<b>59 ex. 591,</b> 6	Miscellaneous retail stores <sup>5</sup>	109	14 364	(D)	(D)	(D)
592 594 5992	Liquor stores Miscellaneous shopping goods stores Florists	15 52 6	3 <b>80</b> 1 6 <b>9</b> 73 <b>5</b> 66	262 1 058 (D)	62 268 (D)	85 186 (D)

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Springdale					
	Retali stores <sup>2</sup>	319	108 894	10 306	2 328	1 678
52	Building materials, hardware, garden supply, and mobile home dealers	20	18 112	(D)	(D)	(D)
525 52 ex. 525	Hardware storesOther	3 17	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	8	12 231	(D)	(D)	(D)
531		2			• •	
533 539	Department stores <sup>3</sup>	1 5	(D) (D) (D)	(D) (D) (D)	(D) (D) (D)	(D) (D) (D)
54	Food stores4	33	21 329	1 876	409	<b>26</b> 5
541	Grocery stores	20	20 528	1 776	389	250
55 ex. 554	Automotive dealers	48	(D)	(D)	(D)	(D)
554	Gasoline service stations	<b>2</b> 7	5 585	242	60	<b>3</b> 9
56	Apparel and accessory stores	16	3 254	(D)	(D)	(D)
561 562, 3, 8	Men's and boys' clothing and furnishings stores	1 5	(D) 265	(D) 43	(D) 9	(D) 9
5 <b>6</b> 2 565	Women's clothing and specially stores and furriers  Women's ready-to-wear stores  Family clothing stores  Shoe stores	5 6	265 2 042	43 (D) 93	9	9
566 564, 9	Shoe stores Other apparel and accessory stores	4 -	(D)	93	(D) 25	(Ď) 19 -
57	Furniture, home furnishings, and equipment stores	28	4 812	548	101	60
5712	Furniture stores	11	1 371	188	45	23
571 <b>3</b> , 4, 9 572, <b>3</b>	Home furnishings stores Household appliance, radio, television, and music stores	9 8	1 76 <b>1</b> 1 <b>68</b> 0	(D) (D)	(D) (D)	(D) (D)
58	Eating and drinking places	51	7 059	(D)	(D)	(D)
5812 5813	Eating places	46 5	6 70 <b>8</b> <b>3</b> 51	(D) (D)	(D) (D)	(D) (D)
591	Drug and proprietary stores	11	(D)	(D)	(D)	(D)
					-	
59 ex. 591, 6	Miscelianeous retail stores <sup>5</sup>	77	7 760	607	140	110
592 594 5992	Liquor stores Miscellaneous shopping goods stores Florists	10 23 3	3 888 1 081 (D)	(D) 79 (D)	(D) 24 (D)	(D) 23 (D)

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

### Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	FayettevIlle-Springdale, Ark., SMSA					
	Retail stores <sup>2</sup>	1 570	492 916	50 749	11 961	8 928
52	Building materials, hardware, garden supply, and mobile home dealers	104	46 250	4 398	981	519
525 52 ex. 525	Hardware stores	25 79	3 995 42 255	<b>395</b> <b>4</b> 003	87 894	51 468
53	General merchandise group stores	41	75 645	7 986	1 909	1 482
531 533 5 <b>3</b> 9	Department stores <sup>3</sup>	12 14 15	64 5 <b>70</b> (D) (D)	6 918 667 401	1 <b>63</b> 6 152 1 <b>2</b> 1	1 234 187 61
54	Food stores4	181	110 009	9 582	2 326	1 470
541	Grocery stores	140	106 821	9 157	2 230	1 354
55 ex. 554	Automotive dealers	<sub>-</sub> 171	108 580	7 913	1 891	806
554	Gasoline service stations	157	26 187	1 422	380	282
56	Apparel and accessory stores	119	<b>23</b> 155	2 933	693	616
561 562, 3, 8 562 565 566 566, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	9 41 38 35 26 8	(D) 4 218 4 053 10 861 6 084 (D)	224 396 396 1 398 849 66	60 98 98 310 212 13	35 108 108 284 176 13
57	Furniture, home furnishings, and equipment stores	130	23 573	2 684	563	371
571 <b>2</b> 5713, 4, 9 5 <b>72</b> , 3	Furniture stores Home furnishings stores Household appliance, radio, television, and music stores	45 43 <b>42</b>	11 089 4 748 7 736	1 296 624 764	284 134 145	183 84 104
58	Eating and drinking places	<b>26</b> 5	34 865	8 365	1 921	2 440
5812 5813	Eating places	247 18	33 737 1 1 <b>2</b> 8	8 171 194	1 871 50	2 385 55
591	Drug and proprietary stores	44	(D)	2 044	478	308
59 ex. 591, 6	Misceilaneous retali stores <sup>5</sup>	358	(D)	3 422	819	634
592 594 5992	Liquor stores Miscellaneous shopping goods stores	29 140 20	(D) 11 360 1 623	580 1 507 358	130 371 86	135 283 81

#### Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Fayetteville-Springdale SMSA in 1972

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

# Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Fayetteville-Springdale SMSA in 1977

# Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Fayetteville-Springdale SMSA in 1977

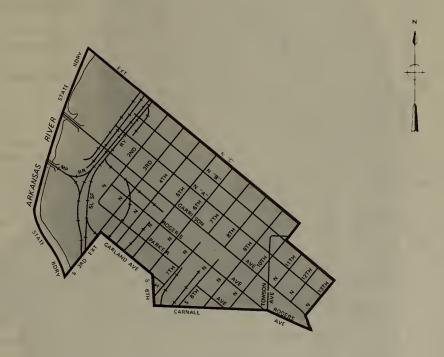
### **FORT SMITH**

## Standard Metropolitan Statistical Area

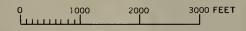


### **FORT SMITH**

### **Central Business District**

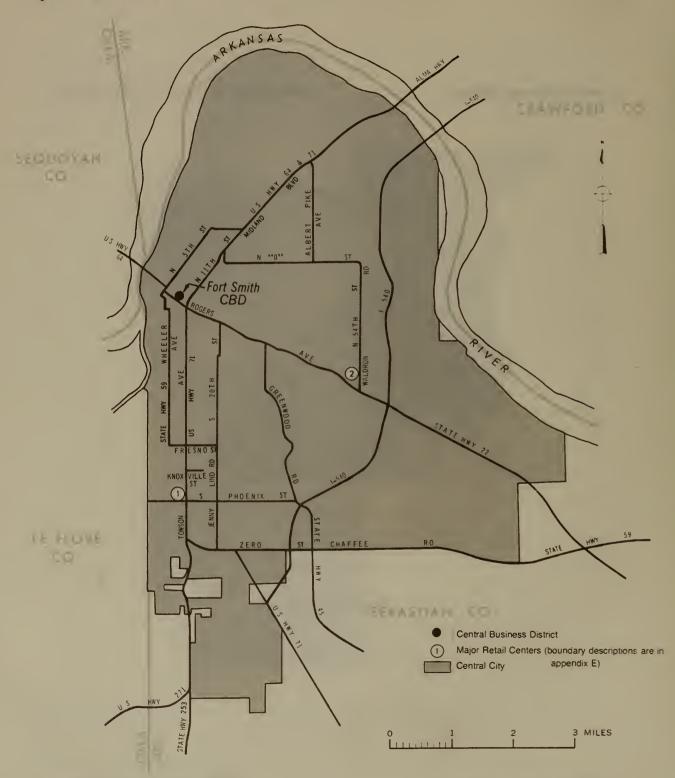


#### Comprising Census Tract 9.01



### **FORT SMITH**

### **Major Retail Centers**



### Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

	Kind of business	Standard			Major retail centers		
SIC code		metropolitan statistical area	City	Central business district	No. 1	No. 2	
	Retali stores: <sup>1 2</sup> Number Sales (\$1,000) Payroll entire year (\$1,000) Paid employees for week including March 12	1 906 585 539 59 770 10 122	952 369 154 41 667 6 675	82 27 023 3 429 531	83 41 371 4 746 892	94 83 750 11 185 1 714	
54, 58, 591	Convenience goods stores: Number	653 18 <b>9</b> 45 <b>9</b>	2 <b>9</b> 6 (D)	22 5 014	27 10 266	22 12 566	
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup> Number	484 14 <b>9 7</b> 81	282 (D)	33 9 468	33 11 671	57 55 531	
52, 55, 59, ex. 591, 4, 6	Ali other stores:						
591, 4, 6	Number	769 246 2 <b>99</b>	374 154 343	27 12 541	23 19 434	15 15 653	
	Number of Establishments	•					
	Retail stores <sup>1 2</sup>	1 906	952	82	83	94	
52	Building materials, hardware, garden supply, and mobile home dealers	94	42	1	2	1	
525 52 ex. 525	Hardware storesOther	21 <b>7</b> 3	8 34	1	- 2	<u>-</u> 1	
53	General merchandise group stores	54	16	1	2	5	
531 533 539	Department stores <sup>4</sup>	10 18 26	7 5 4	- - 1	1 1	4 1 -	
54	Food stores <sup>5</sup>	273	92	7	6	7	
541	Grocery stores	223	61	6	3	1	
55 ex. 554	Automotive dealers	<b>20</b> 6	107	7	13	3	
554	Gasoline service stations	204	86	4	3	4	
56	Apparel and accessory stores	152	93	14	15	31	
<b>5</b> 61	Men's and boys' clothing and furnishings stores	18	15	4	3	6	
562, 3, 8 562 565 566	Women's clothing and specialty stores and furriers	51 44	32 27	3 3 4	5 5	12 9 3	
566 564, 9	Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	39 23 21	16 17 13	3 -	2 4	6 4	
57	Furniture, home furnishings, and equipment stores	143	86	9	5	7	
5712 5713, 4, 9	Furniture stores	60 35	3 <b>5</b> 20	3 2	2	- 1	
572, 3	Household appliance, radio, television, and music stores	48	31	4	3	6	
58	Eating and drinking places	3 <b>2</b> 6	182	14	20	14	
5812 5813	Eating places	274 52	150 32	8 6	20	13 1	
591	Drug and proprietary stores	54	22	1	1	1	
59 ex. 591, 6	Miscelianeous retail stores <sup>6</sup>	400	226	24	16	21	
592 594 5992	Liquor stores	57 135 32	39 87 14	- 9 : 2	2 11	3 14	

<sup>&</sup>lt;sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

# Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Fort Smith					
	Retail stores²	952	369 154	41 667	9 630	6 675
52	Buliding materials, hardware, garden supply, and mobile home dealers	42	26 790	2 867	614	324
525 52 ex. 525	Hardware stores	<b>8</b> 34	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	16	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup>	7	54 788	7 678	1 726	1 248
533 53 <b>9</b>	Variety stores	5 4	(D) (D)	(D) (D)	(D) (D)	(D) (D)
54	Food stores <sup>4</sup>	92	61 394	5 <b>899</b>	1 338	748
541	Grocery stores	61	58 624	5 401	1 204	656
55 ex. 554	Automotive dealers	107	94 443	6 828	1 594	642
554	Gasoline service stations	86	20 544	1 172	299	237
56	Apparel and accessory stores	93	22 584	3 365	832	622
5 <b>61</b> 5 <b>6</b> 2, 3, 8	Men's and boys' clothing and furnishings stores	15 32	(D) 5 834	(D) 770	(D) 173	(D) 147
562, 3, 8 562 565	Women's ready-to-wear stores Family clothing stores Shoe stores	32 27 16	(D)	(D)	(D)	(D)
566 564, 9	Shoe stores	17 13	(D) (D) (D) (D)	(D) (D) (D) (D)	(D) (D) (D) (D)	(D) (D) (D) (D)
57	Furniture, home furnishings, and equipment stores	86	20 239	(D)	(D)	(D)
5712 5713, 4, <b>9</b>	Furniture stores	35 20	7 143	(D) 663	(D) 141	(D) 65
5713, 4, 9	Household appliance, radio, television, and music stores	31	(D) (D)	(D)	(D)	(D)
58	Eating and drinking places	182	27 789	6 476	1 514	1 <b>7</b> 85
5812 5813	Eating places	150 32	26 651 1 138	6 348 128	1 4 <b>8</b> 1 33	1 750 35
591	Drug and proprietary stores	22	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	226	22 779	2 746	630	469
592 594 5992	Liquor stores	3 <b>9</b> 87 14	6 246 10 213 (D)	470 1 4 <b>18</b> (D)	103 325 (D)	85 241 (D)

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Fort Smith, ArkOkla., SMSA					
	Retall stores <sup>2</sup>	1 906	585 539	59 770	13 946	10 122
52	Building materials, hardware, garden supply, and mobile home dealers	94	40 847	4 150	860	473
525 52 ex. 525	Hardware stores	21 73	4 775 36 072	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	54	81 844	9 978	2 242	1 740
531		10	68 445	8 668	1 952	1 497
533 539	Department stores³	18	4 838	567	131	121
539	Miscellaneous general merchandise stores	26	8 561	743	159	122
54	Food stores <sup>4</sup>	273	132 793	10 812	2 452	1 592
541	Grocery stores	223	129 011	10 196	2 289	1 472
55 ex. 554	Automotive dealers	206	140 153	9 764	2 347	985
554	Gasoline service stations	204	46 756	3 181	811	641
56	Apparel and accessory stores	152	28 754	4 049	1 044	796
561	Men's and boys' clothing and furnishings stores	18	2 679	367	114	69
562, 3, 8 562 565	Women's clothing and specialty stores and furriers	51 44	6 865 6 115	838 7 <b>2</b> 7	193 165	166 141
565 566	Family clothing stores	39 23	13 147	1 906 774	521 177	382 134
566 564, 9	Other apparel and accessory stores	21	(D) (D)	164	39	45
57	Furniture, home furnishings, and equipment stores	143	<b>2</b> 7 01 <b>7</b>	3 083	751	376
5712	Furniture stores	60 35	10 820	1 006	279	143
571 <b>3</b> , 4, 9 57 <b>2</b> , 3	Home furnishings stores Household appliance, radio, television, and music stores	35 48	5 804 10 393	700 1 377	152 320	75 158
58	Eating and drinking places	326	42 039	9 527	2 185	2 621
5812 5813	Eating places	274 52	40 271 1 768	9 399 128	2 152 33	2 586 35
591	Drug and proprietary stores	54	14 627	<b>2 00</b> 5	499	329
59 ex. 591, 6	Miscellaneous retail stores5	400	30 709	3 221	755	569
592	Liquor stores	57	8 096	520	120	98
594 5992	Miscellaneous shopping goods stores	135 <b>32</b>	12 166 1 962	1 559 306	<b>366</b> 68	278 52

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

#### Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Fort Smith					
	Retail stores <sup>2</sup>	113	21 911	3 437	890	848
52	Building materials, hardware, garden supply, and mobile home dealers	3	1 851	173	<b>3</b> 9	27
525 52 ex. 525	Hardware stores	1 2	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	8	4 550	813	194	222
531	Department stores <sup>3</sup>		(D) 653	(D)	(D) 31	(D)
5 <b>33</b> 539	Department stores Variety stores Miscellaneous general merchandise stores	3 3	653 (D)	119 (D)	31 (D)	(D) 32 (D)
54	Food stores	3	868	55	13	13
55 ex. 554	Automotive dealers	7	3 446	387	92	52
554	Gasoline service stations	5	(D)	(D)	(D)	(D)
56	Apparei and accessory stores	16	2 630	531	181	186
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Cher apparel and accessory stores	7 3 3 3 3	1 070 910 910 (D) (D)	226 206 206 (D) (D)	70 58 58 (D) (D)	46 72 72 (D) (D)
57	Furniture, home furnishings, and equipment stores	17	4 056	739	186	123
5712 5713, 4, 9 572, 3	Furniture stores  Home furnishings stores  Household appliance, radio, television, and music stores	6 3 8	1 587 254 2 215	292 22 425	71 6 109	57 4 <b>6</b> 2
58	Eating and drinking places	21	875	211	54	104
5812 5813	Eating places	13 8	73 <b>6</b> 139	198 13	50 4	100 <sup>°</sup>
591	Drug and proprietary stores	2	(D)	(D)	(D)	(D)
59 <b>ex</b> . 591, 6	Miscellaneous retail stores <sup>4</sup>	31	2 956	461	114	102
592 594 5992	Liquor stores Miscellaneous shopping goods stores Florists	3 14 1	145 1 543 (D)	3 249 (D)	1 60 (D)	1 57 (D)

### Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

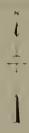
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Fort Smith SMSA in 1977

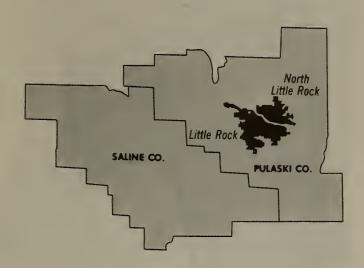
<sup>1</sup>For all establishments, including those with no payroll.
2Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
3Includes sales from catalog order desks.
4Includes data not covered by SIC's 592, 594, and 5992.

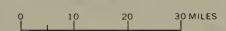
# Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Fort Smith SMSA in 1977

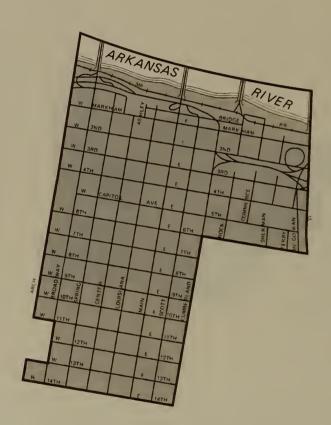
### Standard Metropolitan Statistical Area







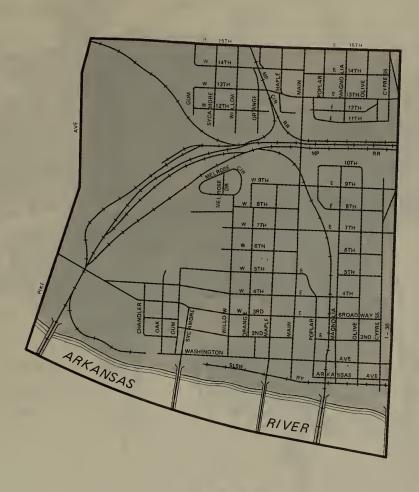
Little Rock
Central Business District



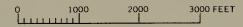
Comprising Census Tract 1



# North Little Rock Central Business District

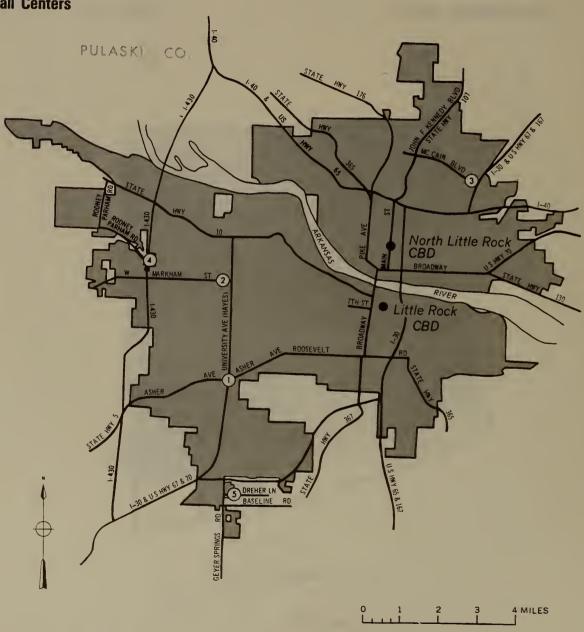


Comprising Census Tract 25





### **Major Retail Centers**



Central Business Districts

Major Retail Centers (boundary descriptions are in appendix E)
 Central Cities

## Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

		Standard	Cities		Central business d	istricts
SIC code	Kind of business	metropolitan statistical area	Little Rock	North Little Rock	Little Rock	North Little Rock
	Retail stores: <sup>1 2</sup> Number Sales (\$1,000) Payroll entire year (\$1,000) Paid employees for week including March 12	3 173 1 412 085 163 015 24 440	1 525 769 269 96 079 14 098	737 332 885 37 723 5 901	156 97 628 14 478 1 821	61 44 813 4 793 574
54, 58, 591	Convenience goods stores: Number	937 406 975	460 216 026	220 (D)	40 7 526	17 8 604
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup> Number	939 414 873	<b>5</b> 22 (D)	203 112 <b>15</b> 2	72 34 <b>5</b> 94	13 8 337
52, 55, 59, ex. 591, 4, 6	All other stores:					
591, 4, 6	Number	1 297 590 237	543 (D)	314 (D)	44 <b>55 5</b> 08	31 27 872
	Number of Establishments					
	Retail stores <sup>1 2</sup>	3 173	1 525	737	156	61
52	Building materials, hardware, garden supply, and mobile home dealers	151	51	39	2	6
525 52 ex. 525	Hardware storesOther	32 119	14 37	7 32	1	- 6
53	General merchandise group stores	74	32	19	5	1
<b>531</b> <b>533</b> 539	Department stores <sup>4</sup>	28 1 <b>5</b> 31	12 9 11	9 2 8	2 1 2	1 - -
54	Food stores <sup>5</sup>	380	173	85	10	8
541	Grocery stores	268	110	59	1	7
55 ex. 554	Automotive dealers	325	114	81	15	7
554	Gasoline service stations	313	132	67	7	8
56	Apparei and accessory stores	308	176	78	33	5
<b>5</b> 61 562, 3, 8	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and	49	35	10	9	1
562 565 <b>5</b> 66 <b>5</b> 64, 9	furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	118 104 44 60 37	66 56 22 33 20	30 27 10 19	12 9 7 4	2 1 -
57	Furniture, home furnishings, and equipment stores	294	160	9 51	12	6
5712	Furniture stores	78	42	12	3	1
5712 5713, 4, 9 572, 3	Home furnishings stores  Household appliance, radio, television, and music stores	109	56 62	19	7	5
58	Eating and drinking places	465	243	108	27	6
5812	Eating places	423	219	94	23	2
5813	Drinking places (alcoholic beverages)	42	24	14	4	4
59 1 59 ex. 591, 6	Drug and proprietary stores  Miscellaneous retail stores	92	44	27	3	3
59 ex. 591, 6	Liquor stores	771 130	<b>4</b> 00 64	182 38	42	11
594 5992	Miscellaneous shopping goods stores	263 60	154 30	55 15	22 1	1 -

See footnotes at end of table.

### Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

0.0		Major retail centers—Con.							
SIC code	Kind of business	No. 1	No. 2	No. 3	No. 4	No. 5			
	Retall stores: <sup>1 2</sup> Number Sales (\$1,000) Payroll entire year (\$1,000) Paid employees for week including March 12	91 53 041 6 458 1 023	78 118 290 17 497 2 680	75 81 617 10 251 1 608	150 54 5 <b>9</b> 1 7 3 <b>9</b> 3 1 335	32 17 669 2 585 439			
54, 58, 591	Convenience goods stores: Number	26 17 147	10 21 470	15 7 203	35 18 563	8 6 <b>9</b> 91			
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup> Number Sales (\$1,000)	41 30 <b>9</b> 08	59 94 465	56 <b>7</b> 3 5 <b>69</b>	90 19 269	18 <b>9</b> 407			
52, 55, 59, ex. 591, 4, 6	All other stores:								
591, 4, 6	Number	24 4 986	9 2 355	4 845	25 16 759	6 1 271			
	Number of Establishments								
	Retall stores <sup>1 2</sup>	91	78	75	150	32			
52	Building materials, hardware, garden supply, and mobile home dealers	2	-	-	3				
525 52 ex. 525	Hardware storesOther	1	Ξ	Ξ	3	-			
53	General merchandise group stores	6	5	4	2	1			
531 533 539	Department stores <sup>4</sup>	1 - 5	4 1 -	4 - -	1 1 -	1			
54	Food stores <sup>6</sup>	6	3	5	9	2			
541	Grocery stores	4	1	2	6	1			
55 ex. 554	Automotive dealers	4	2	-	1	:			
554	Gasoilne service stations	10	3	-	5	,			
56	Apparel and accessory stores	14	30	29	42	10			
561 562, 3, 8	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and	1	5	6	11	1			
562 565 566 564, 9	furriers Women's ready-to-wear stores Family Clothing stores Shoe stores Other apparel and accessory stores	5 5 1 5 2	13 13 3 7 2	11 11 2 8 2	16 15 3 5 7	4 4 2 2 1			
57	Furniture, home furnishings, and equipment stores	12	6	7	24	3			
5712	Furniture stores	2	1	-	5				
5713, 4, 9 572, 3	Home furnishings stores Household appliance, radio, television, and music stores	3 7	2 3	1 6	12 7	-			
58	Eating and drinking places	16	4	9	24	5			
5812 5813	Eating places Drinking places (alcoholic beverages)	14 2	4 -	9 -	23 1	5			
591	Drug and proprietary stores	4	3	1	2	1			
<b>59</b> ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	17	22	20	38	7			
592 594 5992	Liquor stores	4 9	1 18	1 16	5 22 6	4			

Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

For all establishments, including those with no payroll.

Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

Includes sales from catalog order desks.

Includes data not covered by SIC 541.

Includes data not covered by SIC 592, 594, and 5992.

# Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Little Rock CBD					
	Retall stores <sup>2</sup>	156	97 628	14 478	3 198	1 821
52	Building materials, hardware, garden supply, and mobile home dealers	2	(D)	(D)	(D)	(D)
525 52 ex. 525	Hardware stores	1 1	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	5	10 231	1 978	500	229
531 533 539	Department stores <sup>3</sup>	2 1 2	(D) (D) (D)	(D) (D) (D)	(D) (D) (D)	(D) (D) (D)
54	Food stores <sup>4</sup>	10	475	141	° 31	13
541	Grocery stores	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers	15	47 850	4 399	779	316
554	Gasoline service stations	7	2 857	278	80	48
56	Apparel and accessory stores	33	13 754	3 489	753	493
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	9 12 9 7 4 1	3 397 3 588 2 518 6 042 (D) (D)	533 678 466 2 152 (D) (D)	96 186 112 439 (D) (D)	64 87 66 323 (D) (D)
57	Furniture, home furnishings, and equipment stores	12	5 371	809	193	94
5712 5713, 4, 9 572, 3	Furniture stores  Home furnishings stores Household appliance, radio, television, and music stores	3 2 7	(D) (D) 2 265	(D) (D) 403	(D) (D) 95	(D) (D) 51
58	Eating and drinking places	27	5 050	1 566	377	392
5812 5813	Eating places	23 4	4 476 574	1 436 130	3 <b>4</b> 6 31	3 <b>55</b> 37
591	Drug and proprietary stores	3	2 001	241	86	42
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	42	(D)	(D)	(D)	(D)
592 594 5992	Liquor stores Miscellaneous shopping goods stores- Florists-	1 22 1	(D) 5 238 (D)	(D) 816 (D)	(D) 189 (D)	(D) 103 (D)

### Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 4					
	Retail stores <sup>2</sup>	150	54 591	7 393	1 722	1 335
52	Building materials, hardware, garden supply, and mobile home dealers	3	(D)	(D)	(D)	(D)
525 52 ex. 525	Hardware stores Other	<u>.</u>	(D)	(D)	(D)	(D)
53	General merchandise group stores	2	(D)	(D)	(D)	(D)
531 533 539	Department stores <sup>3</sup>	1 1 -	(D) (D)	(D) (D)	(D) (D)	(D) (D)
54	Food stores <sup>4</sup>	9	10 430	1 166	268	133
541	Grocery stores	6	10 209	1 091	246	113
55 ex. 554	Automotive dealers	1	(D)	(D)	(D)	(D)
554	Gasoline service stations	5	3 477	230	43	32
56	Apparel and accessory stores	42	6 640	925	215	203
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	11 16 15 3 5 7	2 233 2 980 (D) 114 562 751	333 399 (D) 24 69 100	86 85 (D) 4 16 24	48 104 (D) 4 20 27
57	Furniture, home furnishings, and equipment stores	24	4 239	611	145	75
5712 5713, 4, 9 572, 3	Furniture stores	5 12 7	658 1 266 2 315	110 206 295	31 40 74	18 30 27
58	Eating and drinking places	24	(D)	(D)	(D)	(D)
5812 5813	Eating places	23 1	7 265 (D)	1 852 (D)	409 (D)	533 (D)
591	Drug and proprietary stores	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retall stores <sup>5</sup>	38	5 586	811	195	131
592 594 5992	Liquor stores	5 22 6	933 (D) 867	49 (D) 228	14 (D) 58	11 (D) 33

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes seles from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Little Rock					
	Retall stores <sup>2</sup>	1 525	769 269	96 079	<b>22</b> 558	14 098
52	Building materials, hardware, garden supply, and mobile home dealers	51	28 595	3 <b>552</b>	833	366
525	Hardware stores	14	2 796	(D) (D)	(D) (D)	(D (D
52 ex. 525	Other	37	25 <b>799</b>	(D)	(D)	(D
53	General merchandise group stores	32	(D)	16 667	<b>3</b> 8 <b>7</b> 3	2 450
531 533	Department stores <sup>3</sup>	12 9	105 133 2 <b>97</b> 5	15 1 <b>77</b> 547	3 520 136	2 171 113
53 <b>9</b>	Miscellaneous general merchandise stores	11	(D)	943	217	166
54	Food stores	173	126 599	13 781	3 347	1 504
541	Grocery stores	110	122 070	12 890	3 118	1 315
55 ex. 554	Automotive dealers	114	211 471	16 483	3 642	1 317
554	Gasoline service stations	132	38 750	2 943	709	445
56	Apparel and accessory stores	176	5 <b>2 8</b> 89	8 809	1 987	1 411
561	Men's and boys' clothing and furnishings stores	35	(D) 23 081	(D) 3 016	(D) 711	(D
562, 3, 8 562 565	Women's clothing and specialty stores and furriers	66 56 22 33 20	(D)	(D)	(D) 635	(D 555 (D 458
566	Women's ready-to-wear stores Family clothing stores Shoe stores	22 33	10 911 (D)	2 <b>99</b> 8 1 132	635 2 <b>74</b>	458 159 (D
564, <b>9</b>	Other apparel and accessory stores	20	(D) (D)	(D)	(D)	(D
57	Furniture, home furnishings, and equipment stores	160	45 453	7 155	1 777	808
5712	Furniture stores	42 56	21 550 8 4 <b>9</b> 8	3 654 1 342	917 304	362 181
5 <b>713, 4, 9</b> 5 <b>7</b> 2, 3	Household appliance, radio, television, and music stores	62	15 405	2 159	556	265
58	Eating and drinking places	243	56 930	14 930	3 444	4 021
5812	Eating places	219	54 910	14 572	3 360	3 910
5 <b>8</b> 13	Drinking places (alcoholic beverages)	24	2 020	358	84	111
591	Drug and proprietary stores	44	32 497	5 340	1 343	784
5 <b>9 ex. 591,</b> 6	Miscellaneous retail stores <sup>5</sup>	400	(D)	6 419	1 603	992
5 <b>9</b> 2	Liquor stores	64	13 878	780	185	144
594 5992	Miscellaneous shopping goods stores	154 30	24 551 3 05 <b>9</b>	3 363 674	824 171	509 121

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	North Little Rock					
	Retall stores <sup>2</sup>	737	332 885	37 723	8 764	5 901
52	Building materials, hardware, garden suppiy, and mobile home dealers	39	26 016	2 587	636	<b>2</b> 55
525 52 ex. 525	Hardware storesOther	7 32	(D) (D)	201 2 <b>38</b> 6	44 592	23 232
53	General merchandise group stores	19	72 287	8 382	1 912	1 472
5 <b>3</b> 1	Department stores <sup>3</sup>	9	68 530	7 964	1 789	1 364
5 <b>33</b> 5 <b>3</b> 9	Department stores <sup>3</sup>	2 8	(D) (D)	(D) (D)	(D) (D)	(D) (D)
54	Food stores4	85	66 432	6 605	1 536	674
541	Grocery stores	59	63 248	6 297	1 469	620
55 ex. 554	Automotive dealers	81	47 222	4 240	914	382
554	Gasoline service stations	67	35 011	3 023	803	523
56	Apparel and accessory stores	78	22 856	2 658	541	459
561	Men's and boys' clothing and furnishings stores	10	3 983	476	88	66
562, <b>3</b> , 8	Women's clothing and specialty stores and furriers	30 27	11 419 (D)	1 180 (D)	250	241
562 565	Women's ready-to-wear stores	10	3 475	426	(D) 83 75	(D) 59
566 564, 9	Shoe stores	19 9	2 516 1 46 <b>3</b>	348 228	75 45	46 47
57	Furniture, home furnishings, and equipment stores	51	8 870	1 193	288	126
5712	Furniture stores	12	3 612	(D)	(D) 45	(D) 21
5 <b>713, 4</b> , 9 572, <b>3</b>	Home furnishings stores Household appliance, radio, television, and music stores	19 20	1 718 3 540	220 (D)	45 (D)	21 (D)
58	Eating and drinking places	108	23 170	5 415	1 222	1 389
5812 5813	Eating places	94 14	(D) (D)	5 086 <b>3</b> 29	1 150 72	1 311 78
591	Drug and proprietary stores	27	(D)	1 321	322	242
59 ex. 591, 6	Miscellaneous retall stores <sup>5</sup>	182	(D)	2 299	590	379
592	Liquor stores	38	7 964	472	112	79
594 5992	Miscellaneous shopping goods stores	55 15	8 139 (D)	1 032 218	240 75	163 50

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.
<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
<sup>3</sup>Includes sales from catalog order desks.
<sup>4</sup>Includes data not covered by SIC 541.
<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

### Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Little Rock-North Little Rock, Ark., SMSA					
	Retali stores <sup>2</sup>	3 173	1 412 085	163 015	38 447	24 440
52	Building materials, hardware, garden supply, and mobile home dealers	151	82 892	8 988	2 116	962
525 52 ex. 525	Hardware storesOther	32 119	6 096 76 796	835 8 153	195 1 921	116 846
53	General merchandise group stores	74	225 643	27 593	6 431	4 462
		28	196 702	25 083	5 762	3 957
531 533 - 539	Department stores <sup>3</sup>	15 31	(D) (D)	1 014 1 496	273 396	213 292
54	Food stores4	380	263 011	26 432	6 412	2 933
541	Grocery stores	268	252 739	25 009	6 <b>03</b> 4	2 627
55 ex. 554	Automotive dealers	325	352 384	28 114	6 360	2 396
554	Gasoilne service stations	313	98 <b>37</b> 9	7 372	1 874	1 247
56	Apparel and accessory stores	308	84 514	12 552	2 793	2 073
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furniers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	49 118 104 44 60 37	(D) 37 348 34 722 17 878 11 454 (D)	2 025 4 491 4 103 3 883 1 653 500	418 1 036 919 830 391 118	263 853 801 609 231 117
57	Furniture, home furnishings, and equipment stores	294	68 364	9 951	2 407	1 126
5712 5713, 4, 9 <b>57</b> 2, 3	Furniture stores  Home furnishings stores  Household appliance, radio, television, and music stores	78 109 107	29 734 13 627 25 003	4 719 1 962 3 270	1 160 417 830	476 254 396
58	Eating and drinking places	465	97 523	23 924	5 506	6 396
5812 5813	Eating places	423 42	93 843 3 680	23 201 723	5 342 164	6 200 196
591	Drug and proprietary stores	92	46 441	7 736	1 951	1 206
59 ex. 591, 6	Miscelianeous retail stores <sup>5</sup>	771	92 934	10 353	2 597	1 639
592 594 5992	Liquor stores	130 263 60	29 <b>07</b> 5 36 352 5 166	1 672 4 797 1 085	392 1 168 292	279 749 214

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

### Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Little Rock					
	Retall stores <sup>2</sup>	208	89 110	12 929	2 991	2 319
52	Building materials, hardware, garden supply, and mobile home dealers	7	1 418	186	42	27
525 52 ex. 525	Hardware storesOther	1 6	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	7	10 986	1 792	436	404
531	Department steree <sup>3</sup>	2				(D)
533 539	Variety stores- Miscellaneous general merchandise stores-	3 2	(D) 1 434 (D)	(D) 260 (D)	(D) 69 (D)	(D) 69 (D)
54	Food stores · · · · · · · · · · · · · · · · · · ·	6	1 545	303	77	106
55 ex. 554	Automotive dealers	22	31 211	3 104	719	374
554	Gasoline service stations	14	1 653	208	52	52
56	Apparel and accessory stores	42	18 734	3 897	892	714
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specially stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	11 15 9 5 8 3	4 611 3 345 2 486 (D) (D) (D)	819 589 456 (D) (D) (D)	195 138 105 (D) (D) (D)	141 139 108 (D) (D) (D)
57	Furniture, home furnishings, and equipment stores	13	6 <b>255</b>	830	177	130
5712	Furniture stores	3	(D)	(D)	(D)	(D)
5713, 4, 9 57 <b>2,</b> 3	Home furnishings stores Household appliance, radio, television, and music stores	10	(D)	(D)	(D)	(D)
58	Eating and drinking places	34	2 698	747	208	237
5812 5813	Eating places	27 7	2 116 582	626 121	183 25	203 34
591	Drug and proprietary stores	4	2 298	408	103	57
59 ex. 591, 6	Miscellaneous retall stores <sup>4</sup>	59	12 312	1 454	285	218
59 <b>2</b> 594	Liquor stores	7	1 819	100	25	25
594 5992	Miscellaneous shopping goods stores	21 2	8 200 (D)	1 015 (D)	179 (D)	146 (D)

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll. 
<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments). 
<sup>3</sup>Includes sales from catalog order desks. 
<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

## Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

		Percent change in sales, 1972 to 1977 <sup>1</sup>				
SIC code	Kind of business	Central business district	City	Standard metropolitan statistical area		
	Little Rock					
	Retall stores <sup>2</sup>	9.6	55 <b>.2</b>	67.2		
52	Bullding materials, hardware, garden supply, and mobile home dealers	(D)	41.2	44.5		
525		` '	(D)	82.8		
52 ex. 525	Hardware stores Other	(D) (D)	35.9	42.2		
53	General merchandise group stores	<b>-6.</b> 9	(D)	89.9		
531	Department stores <sup>3</sup>	(D)	32.8	104.2		
533 539	Miscellaneous general merchandise stores	(D) 135.5	(D) 1 <b>6</b> 2.2	-38. <b>6</b> 78.9		
54	Food stores <sup>4</sup>	(NC)	64.2	73.6		
541	Grocery stores	(NA)	65.9	75.3		
55 ex. 554	Automotive dealers	53.3	67.3	56.4		
554	Gasoline service stations	72.8	41.7	57.8		
56	Apparel and accessory stores	-26.6	31.7	48.7		
5 <b>6</b> 1 5 <b>6</b> 2, 3, 8	Men's and boys' clothing and furnishings stores	-2 <b>6</b> .3 7.3	34.0	78.6		
562, 3, 6 562 565	Women's ready-to-wear stores  Family clothing stores	1.3	(D) (D)	189.3 (D		
5 <b>6</b> 5 566	Shoe stores	(D) (D)	(O) (O) (O) (O)	-27 <u>.2</u> 21.6		
5 <b>6</b> 4, 9	Other apparel and accessory stores	(D)	(D)	79.1		
57	Furniture, home furnishings, and equipment stores	-14.1	34.2	57.7		
5712 5713, 4, 9	Furniture stores	-23.8	28.2 51.7	3 <b>6</b> .8 85.4		
57 <b>2</b> , 3	Household appliance, radio, television, and music stores	(D) (D)	34.6	<b>7</b> 5.4		
58	Eating and drinking places	87.2	93.5	114.2		
5812 5813	Eating places	111.5 -1.4	97.5 <b>2</b> 4.5	118.3 45. <b>2</b>		
	brinning places (also hole beverages)	1.4	24.0	40. <b>2</b>		
591	Drug and proprietary stores	<b>-12.</b> 9	(D)	68.1		
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup>	(D)	46.7	66.2		
59 <b>2</b> 594	Liquor stores	(D) -36.1	<b>2</b> 1.9 55.1	40.3 75.8		
5992	Florists	44.6	78.8	83. <b>2</b>		

<sup>&</sup>lt;sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977. 
<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments). 
<sup>3</sup>Includes sales from catalog order desks. 
<sup>4</sup>Includes data not covered by SIC 541. 
<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

### Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard **Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

		Central business district of sales of	t sales as percent	Percent of	distribution of sales	
SIC code	Kind of business	City	Standard metropolitan statistical area	Cen*ral business district	City	Standard metropolitan statistical area
	Little Rock					
	Retail stores1	12.7	6.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers	(D)	(D)	(D)	3.7	5.9
525 52 ex. 525	Hardware stores Other	(D) (D)	(D) (D)	(D) (D)	0.4 3.4	0.4 5.4
53	General merchandise group stores	(D)	4.5	10.5	(D)	16.0
531 533 539	Department stores <sup>2</sup>	(D) (D) 21.7	(D) (D) 15.1	(D) (D) (D)	13.7 0.4 (D)	13.9 (D) (D)
54	Food stores <sup>3</sup>	0.4	0.2	0.5	16.5	18.6
541	Grocery stores	(D)	(D)	(D)	15.9	17.9
55 ex. 554	Automotive dealers	22.6	13.6	49.0	27.5	25.0
554	Gasoline service stations	7.4	2.9	2.9	5.0	7.0
56	Apparel and accessory stores	26.0	16.3	14.1	6.9	6.0
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	(D) 15.5 (D) 55.4 9.1 (D)	(D) 9.6 7.3 33.8 (D) (D)	3.5 3.7 2.6 6.2 (D) (D)	(D) 3.0 (D) 1.4 (D) (D)	(D) 2.6 2.5 1.3 0.8 (D)
57	Furniture, home furnishings, and equipment stores	11.8	7.9	5.5	5.9	4.8
5712 5713, 4, 9 572, 3	Furniture stores	(D) (D) 14.7	(D) (D) 9.1	(D) (D) 2.3	2.8 1.1 2.0	2.1 1.0 1.8
58	Eating and drinking places	8.9	5.2	5.2	7.4	6.9
5812 5813	Eating places Drinking places (alcoholic beverages)	8.2 28.4	4.8 15.6	4.6 0.6	7.1 0.3	6.6 0.3
591	Drug and proprietary stores	6.2	4.3	2.0	4.2	<b>3</b> .3
59 ex. 591, 6	Miscellaneous retail stores4	18.3	(D)	(D)	(D)	6.6
592 594 5992	Liquor stores Miscellaneous shopping goods stores	(D) 21.3 (D)	(D) 14.4 (D)	(D) 5.4 (D)	1.8 3.2 0.4	2.1 2.6 0.4

<sup>&</sup>lt;sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

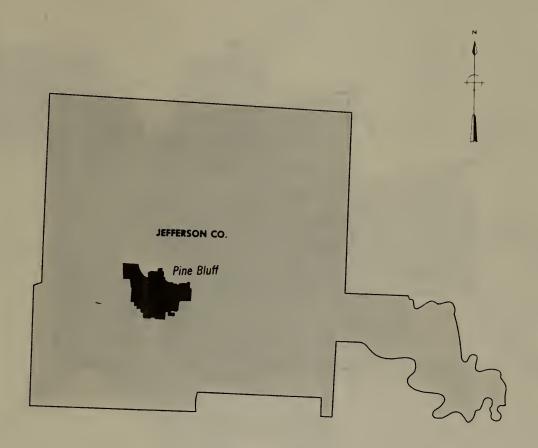
<sup>2</sup>Includes sales from catalog order desks.

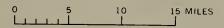
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# **PINE BLUFF**

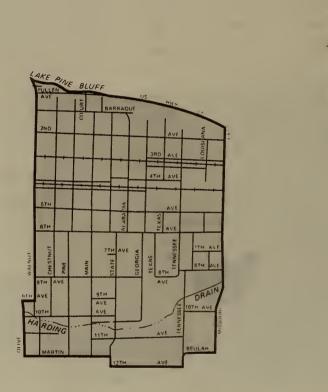
# Standard Metropolitan Statistical Area



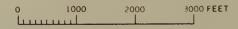


# PINE BLUFF

# **Central Business District**

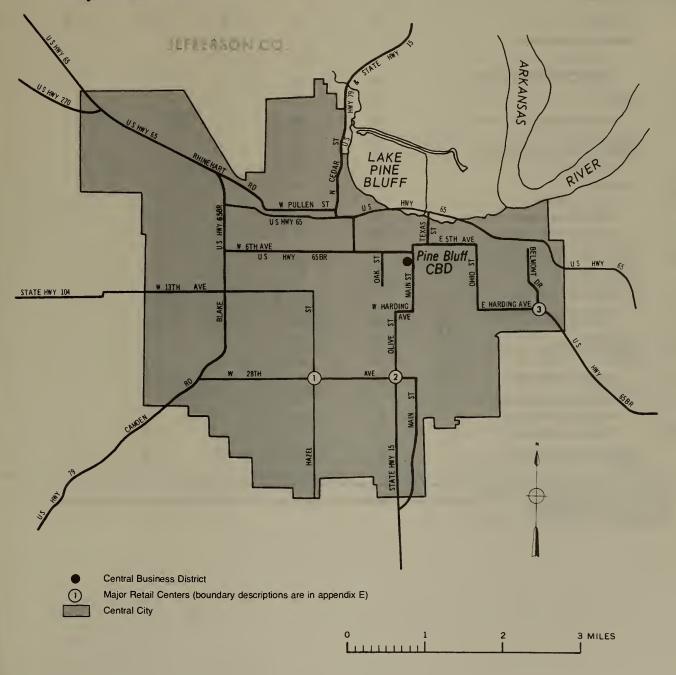


### Comprising Census Tract 11



# **PINE BLUFF**

# **Major Retail Centers**



### Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

(For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps

<del></del>		Standard				Major retail centers	
SIC code	Kind of business	metropolitan statistical area	City	Central business district	No. 1	No. 2	No. 3
	Retall stores: <sup>1 2</sup> Number Sales (\$1,000) Payroll entire year (\$1,000) Paid employees for week including March 12	761 270 158 29 415 4 421	693 255 502 27 964 4 197	89 24 667 3 575 574	46 19 531 1 827 285	45 35 300 3 656 618	35 35 033 4 306 553
54, 58, 591	Convenience goods stores: Number	275 (D)	238 (D)	13 1 489	12 9 253	8 6 379	13 10 583
53, 56, 57; 594	Shopping goods stores (GAF): <sup>3</sup> Number Sales (\$1,000)	200 (D)	192 (D)	53 16 977	15 5 570	28 15 548	12 14 990
52, 55, 59, ex. 591, 4, 6	All other stores:						
331, 4, 0	Number	286 (D)	263 (D)	23 6 201	19 4 708	9 13 373	10 9 460
	Number of Establishments						
	Retail stores <sup>1 2</sup>	761	693	89	46	45	35
52	Building materials, hardware, garden supply, and mobile home dealers	28	26	2	1	1	
525 52 ex. 525	Hardware storesOther	2 26	2 24	- 2	- 1	ī	:
53	General merchandise group stores	24	23	10	1	3	3
531 533 539	Department stores <sup>4</sup>	6 4 14	6 4 13	1 3 6	1 - -	1 1 1	2 - 1
54	Food stores <sup>5</sup>	126	101	4	3	3	2
541	Grocery stores	106	84	3	2	2	2
55 ex. 554	Automotive dealers	74	70	7	1	3	5
554	Gasoline service stations	82	73	4	7	1	4
56	Apparel and accessory stores	52	5 <b>2</b>	18	7	13	4
561 562, 3, 8	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and	11	11	7	1	-	2
562 565	furriers	21 21	21 21	4 4	5 5	7 7	1
565 566	Family clothing stores	9	9	4 3	1	1 3	1
564, 9	Other apparel and accessory stores	2	2	-	-	2	-
57	Furniture, home furnishings, and equipment stores	73	70	17	2	6	3
5712 5713, 4, 9	Furniture stores	29 18	27 17	11	_	1	1 -
572, 3	Household appliance, radio, television, and music stores	26	26	6	2	5	2
58	Eating and drinking places	128	117	6	7	4	9
5812 5813	Eating places	114 14	104 13	6 -	6	4 -	9 -
591	Drug and proprietary stores	21	20	3	2	1	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup>	153	141	18	15	10	3
592 594 5992	Liquor stores Miscellaneous shopping goods stores Florists	31 51 14	28 47 12	1 8 1	3 5 1	1 6 1	2

<sup>&</sup>lt;sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC 592, 594, and 5992.

#### Statistics by Kind of Business for Major Retail Centers and Central Business Table 2. Districts With 100 Retail Establishments or More: 1977

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

### Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Pine Bluff			1.5.0.00		
	Retall stores <sup>2</sup>	693	255 502	27 964	6 421	4 197
52	Building materlals, hardware, garden supply, and mobile home dealers	26	(D)	(D)	(D)	(D)
525 52 ex. 525	Hardware storesOther	2 24	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	23	(D)	(D)	(D)	(D)
531		6	30 077	3 779	868	584
533 5 <b>39</b>	Department stores³	4 13	4 752 (D)	550 (D)	135 (D)	106 (D)
54	Food stores <sup>4</sup>	101	52 0 <b>8</b> 8	4 893	1 111	470
541	Grocery stores	84	51 164	4 771	1 081	427
55 ex. 554	Automotive dealers	70	62 450	(D)	(D)	(D)
554	Gasoline service stations	73	20 148	1 256	315	220
56	Apparel and accessory stores	52	11 661	1 843	436	359
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	11 21 21 9 9	2 595 (D) (D) 3 980 (D) (D)	462 579 579 582 (D)	116 135 135 137 (D)	71 103 103 138 (D) (D)
57	Furniture, home furnishings, and equipment stores	70	14 018	(D)	(D)	(D)
5712 5713, 4, 9 572, 3	Furniture stores  Home furnishings stores  Household appliance, radio, television, and music stores	27 17 26	(D) (D) (D)	(D) (D) 764	(D) (D) 178	(D) (D) 104
58	Eating and drinking places	117	15 460	3 593	860	963
5812 5813	Eating places	104 13	(D) (D)	3 468 125	826 34	932 31
591	Drug and proprietary stores	20	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retall stores <sup>5</sup>	141	18 107	2 231	510	373
592 594 5992	Liquor stores	28 47 12	5 370 6 332 (D)	339 (D) 248	105 (D) 59	78 (D) 48

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
4	Pine Bluff, Ark., SMSA					
	Retail stores <sup>2</sup>	761	<b>270 1</b> 58	29 415	6 775	4 421
52	Building materials, hardware, garden supply, and mobile home dealers	<b>2</b> 8	(D)	1 320	<b>2</b> 95	158
525 52 ex. 525	Hardware stores	2 26	(D) (D)	(D) (D)	(D) (D)	(D) (D)
53	General merchandise group stores	24	(D)	4 941	1 090	771
531 533 539	Department stores <sup>3</sup>	6 4 14	30 077 4 752 (D)	3 779 550 612	868 135 87	584 106 81
54	Food stores <sup>4</sup>	126	58 <b>4</b> 36	5 <b>44</b> 6	1 252	536
541	Grocery stores	106	57 459	5 321	1 221	492
55 ex. 554	Automotive dealers	74	6 <b>2</b> 68 <b>0</b>	4 905	1 075	477
554	Gasoilne service stations	82	24 493	<b>1 72</b> 8	427	293
56	Apparel and accessory stores	52	11 661	1 843	436	359
561 562, 3, 8 562 565 566 564, 9	Men's and boys' clothing and furnishings stores Women's clothing and specialty stores and furriers Women's ready-to-wear stores Family clothing stores Shoe stores Other apparel and accessory stores	11 21 21 9 9	2 595 (D) (D) 3 980 (D) (D)	462 579 579 582 (D) (D)	116 135 135 137 (D) (D)	71 103 103 138 (D) (D)
57	Furniture, home furnishings, and equipment stores	73	14 048	2 057	491	267
5712 5713, 4, 9 572, 3	Furniture stores	29 18 26	7 012 1 934 5 102	986 307 764	240 73 178	120 43 104
58	Eating and drinking places	128	16 301	3 768	901	1 014
5812 5813	Eating places	114 14	15 453 848	3 643 125	867 34	983 31
591	Drug and proprietary stores	21	(D)	1 153	291	168
<b>5</b> 9 <b>ex</b> . 591, 6	Miscellaneous retall stores <sup>5</sup>	153	18 9 <b>00</b>	2 254	517	378
592 594 5992	Liquor stores	31 51 14	5 722 6 459 1 <b>1</b> 81	357 1 001 248	110 208 59	81 160 48

### Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Pine Bluff SMSA in 1972

<sup>&</sup>lt;sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

# Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Pine Bluff SMSA in 1977

# Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Pine Bluff SMSA in 1977

# **APPENDIX A. General Explanation**

#### **CENSUS COVERAGE AND METHODOLOGY**

Structure and method of enumeration—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

- The nonmail universe consists of firms which were not required to file a regular census return and includes:
  - a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

- The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:
  - a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.
  - b. The 10-percent sample of small employers referred to in section 1b above.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

#### 1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.
- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

#### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>&</sup>lt;sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0, Price 90 cents.

Classifications—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

Sales—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

- 1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
- 2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

Legal form of organization—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

- 1. Individual proprietorships.
- 2. Partnerships.
- 3. Corporations (including non-tax-exempt cooperatives).
- 4. Other legal forms.

#### **EXPLANATION OF TERMS**

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate,

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll entire year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

Payroll first quarter—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

Paid employees for week including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Central administrative offices and auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

### KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

# Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

# General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

- Furniture, home furnishings, appliances, and radio and TV sets.
- 2. A general line of apparel for the family.
- 3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

### Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

# Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

# Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

# Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishings stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

# Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

# Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprises the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Nonstore retailers (SIC 596)—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

# **APPENDIX B. General Questions**

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h If "VE	by another firm, or if sales to customers are billed by that establishment.  ["YES," enter the name and description (kind of business)   Name of establishment   Kind of business															
	of the establishment which is operated by the other firm.															
Item 9 - DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT  a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977?  304																
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# **APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers**

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB-	SIC code	Title	Report- ing form CB-
52	BUILDING MATERIALS, HARDWARE,		56	APPAREL AND ACCESSORY STORES	
	GARDEN SUPPLY, AND MOBILE HOME DEALERS		5611	Men's and boys' clothing and furnishings stores	56
5211 5231	Lumber and other building materials dealers Paint, glass, and wallpaper stores	52A 52B	5621	Women's ready-to-wear stores	56
5251 5261	Hardware stores	52B	5631 PT.	Millinery stores	56 56
5271	stores	52B 52C	5631 PT. 5631 PT.	Corset and lingerie stores Other women's accessory, specialty stores	56
5271	Mobile home dealers	526	5641 5651	Children's and infants' wear stores	56 56
53	GENERAL MERCHANDISE GROUP STORES		5661 PT.	Family clothing stores	56
5311 5331	Department stores	53A 53B	5661 PT.	Men's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT. 5661 PT.	Children's and juveniles' shoe stores Family shoe stores	56 56
54	FOOD STORES		5681	Furriers and fur shops	56
5411	Grocery stores	54	5699	Miscellaneous apparel and accessory stores	56
5422 5423 PT.	Freezer and locker meat provisioners	54 54	57	FURNITURE, HOME FURNISHINGS, AND	
5423 PT. 5431	Fish (seafood) markets	54 54	J.	EQUIPMENT STORES	
5441	Candy, nut, and confectionery stores	54	5712	Furniture stores	57A
5451 5462	Dairy products stores	54 54	5713 5714	Floor covering stores	57B 57B
5463	Retail bakeries—baking and selling	54	5714 5719	Drapery, curtain, and upholstery stores Miscellaneous home furnishings stores	57B
5499	Miscellaneous food stores	54	5722	Household appliance stores	57A
55	AUTOMOTIVE DEALERS AND GASOLINE		5732	Radio and television stores	57A
	SERVICE STATIONS		5733 PT.	Record shops	57B
5511 PT.	Dealers with domestic car franchise only	55A	5733 PT.	Musical instrument stores	57B
5511 PT.	Dealers with imported car franchise only	55A			
5511 PT. 5521	Dealers with domestic, import car franchises Motor vehicle dealers—used cars only	55A 55A	58	EATING AND DRINKING PLACES	
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Restaurants and lunchrooms	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Social caterers	58
5541	Gasoline service stations	55D	5812 PT.	Cafeterias	58
5551	Boat dealers	55C	5812 PT.	Refreshment places	58
5561	Recreational and utility trailer dealers	55C	5812 PT.	Contract feeding	58 58
5571 5599	Motorcycle dealers	55C 55C	5812 PT. 5813	Ice cream, frozen custard stands Drinking places (alcoholic beverages)	58

SIC code	Title	Report- ing form CB-	SI C code	Title	Report- ing form CB-
59	MISCELLANEOUS RETAIL STORES			MISCELLANEOUS RETAIL STORES-Con.	
5912 PT. 5912 PT. 5921	Drug stores Proprietary stores Liquor stores	59A 59A 59G	5962	Automatic merchandising machine operators	58
5931 5941 PT. 5941 PT.	Used merchandise stores	59G 59C 59C	5963 PT. 5963 PT.	Furniture, home furnishings, equipment— direct selling	57A 58
5942 5943 5944	Book stores	598 598 59D	5963 PT. 5963 PT.	Books and stationery—direct selling Other direct selling	
5945 5946 5947	Hobby, toy, and game shops	59B 59B 59B	5982 5983 5984	Fuel and ice dealers, n.e.c	59E 59E 59E
5948 5949	Luggage and leather goods stores Sewing, needlework, and piece goods stores	59B 59B	5992 5993 5994 5999 PT.	Florists Cigar stores and stands News dealers and newsstands Pet shops	59F 59G 59G 59G
5961 PT. 5961 PT. 5961 PT.	Department store merchandise—mail order General merchandise, n.e.c.—mail order	53A 53A 53A	5999 PT. 5999 PT. 5999 PT.	Typewriter stores Optical goods stores Other retail stores, n.e.c.	59B 59G 59G

### **APPENDIX D. Standard Metropolitan Statistical Areas**

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### FAYETTEVILLE-SPRINGDALE SMSA

Consists of Benton and Washington Counties, Ark.

FORT SMITH, ARK.-OKLA., SMSA

Consists of Crawford and Sebastian Counties, Ark., and Le Flore and Sequoyah Counties, Okla.

LITTLE ROCK-NORTH LITTLE ROCK SMSA

Consists of Pulaski and Saline Counties, Ark.

MEMPHIS, TENN.-ARK.-MISS., SMSA<sup>1</sup>
Consists of Shelby and Tipton Counties, Tenn.; Crittenden

PINE BLUFF SMSA

Coextensive with Jefferson County, Ark.

County, Ark.; and DeSoto County, Miss.

TEXARKANA, TEX.-TEXARKANA, ARK., SMSA2

Consists of Bowie County, Tex., and Little River and Miller Counties, Ark.

MRC data for this SMSA appear only in the Tenn. MRC report.
 MRC data for this SMSA appear only in the Tex. MRC report.



# **APPENDIX E. Major Retail Centers**

#### FORT SMITH, ARK.-OKLA., SMSA

MRC No. 1—Includes the planned center known as "Phoenix Village" and establishments on Towson Ave. from Mill Creek to its intersection with Zero St. (Fort Smith, Ark.) (In tracts 9.02 and 12)

MRC No. 2—Includes the planned center known as "Central Mall" and establishments on Rogers Ave. from Interstate Highway 540 to South "P" St. (Fort Smith, Ark.) (In tracts 6 and 11)

### LITTLE ROCK-NORTH LITTLE ROCK, ARK., SMSA

MRC No. 1—Includes the planned centers known as "Broadmoor," "K-Mart Shopping Center," "Hall Plaza," "Town and Country," "University Plaza," and "Village Shopping Center," and establishments on South University Ave. from 29th St. to Rock Creek and on Asher Ave. from Fair Park Blvd. to Rock Creek. (Little Rock) (In tracts 19 and 21.02)

MRC No. 2—Includes the planned centers known as "University Mall" and "Park Plaza Shopping Center" and establishments in the area bounded by "C" St., South and North University Ave., Interstate 630, and South and North McKinley St. (Little Rock) (In tract 21.01)

MRC No. 3—Includes the planned centers known as "McCain Mall" and "The Other Center" bounded by McCain Park Dr., Wardan Rd., and the west property lines of the shopping centers. (North Little Rock) (In tract 33.02)

### LITTLE ROCK-NORTH LITTLE ROCK, ARK., SMSA-Con.

MRC No. 4—Includes the planned centers known as 'Treasure Hill Center,' "Breckenridge Village,' "Colony West Shopping Center," 'Trellis Square," "Ten Oaks Shopping Center," 'Valley Village Shopping Center," 'The Market Place," "Sturbridge Center," 'Williamsburg Row," and "The Galleria" and establishments on Rodney Parham Rd. from Green Mountain Dr. to Reservoir Rd., on Breckenridge Dr., on Old Forge Dr., and on Shackleford Rd. (Little Rock) (In tract 22.02)

MRC No. 5—Includes the planned centers known as "Southwest City Mall" and "Windamere Plaza" bounded by Interstate 30, the east property lines of the shopping centers, the south property line of Windamere Plaza, and Geyer Springs Rd. (Little Rock) (In tract 41.02)

#### PINE BLUFF, ARK., SMSA

MRC No. 1—Includes the planned center known as "Oak Park Shopping Center" and establishments on West 28th St. from Myrtle St. to Hazel St. and on Hazel St. from West 30th Ave. to West 26th Ave. (Pine Bluff) (In tracts 15, 16, and 18)

MRC No. 2—Includes the planned center known as "Jefferson Square Shopping Center" and establishments on Olive St. from West 34th Ave. to West 23rd Ave. (Pine Bluff) (In tracts 16, 17, and 18)

MRC No. 3—Includes the planned center known as "Broadmoor Shopping Center" and establishments on East Harding Ave. from Nebraska St. to Commerce Rd. (Pine Bluff) (In tracts 9.01 and 19.01)



# APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRCDELINEATOR
Fayetteville-Springdale SMSA	N
Fort Smith, ArkOkla., SMSA	CSAC
Little Rock-North Little Rock SMSA	CSAC
Pine Bluff SMSA	CSAC



### **PUBLICATION PROGRAM**

#### 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

### **Final Reports**

### Geographic Area series-52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

### Subject series-2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

### Major Retail Center series-49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

### Merchandise Line Sales-1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

### **Final Report Volumes**

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

#### **Computer Tapes**

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

### OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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